6. (Amended) The method of claim 1, wherein setting the point of zero light intensity is achieved by extrapolating from measurements obtained from two or more points of known ~~reflectance somewhere in an image field of the camera.~~

8. (Amended) The method of claim 6, wherein one point of known reflectance comprises a white reference tile within the image field.

9. (Amended) The method of claim 1, wherein there is provided a source of maximum light reflectance within the image field by ensuring that a white object is present somewhere in the image field.

10. (Amended) The method of claim 1, wherein restricting the camera to operate within the linear region is achieved by reducing the camera aperture by closing the iris to a predetermined degree such that the output voltage when measuring the source of maximum ~~light intensity corresponds to a camera output voltage at or below the knee.~~

12. (Amended) The method of claim 10, wherein restriction of the iris is arranged to ensure that a perfect white reflector registers at the top of the linear region and to then scale down to find appropriate values of camera output versus light intensity.

13. (Amended) The method of claim 1, wherein the step of establishing the knee is ~~carried out less frequently than the step of establishing the offset.~~

15. (Amended) The method of claim 13, wherein the step of establishing the knee is carried out after completing a plurality of print runs each comprising a plurality of image ~~capture operations.~~

26. (Amended) A method according to claim 24, wherein displacements of the pattern model in the longitudinal direction of the web are compensated for by delaying or speeding up a trigger signal fed to the camera, so as to perform an image capture operation relatively earlier or later according to a measured longitudinal displacement of the pattern recognition model relative to the captured training image.